



20 August 2014

## ASX ANNOUNCEMENT

### **Social entertainment platform migme, partners with Smartfren, Spice Global and Trikomsel in Indonesia**

migme limited ("migme" or the "Company") is pleased to announce a series of partnerships with leading telecommunication and retail distribution providers in Indonesia, giving the Company access to more than half of that country's new smartphone shipments.

Indonesia is a leading emerging smartphone market with more than 285 million mobile subscriptions and more than 50 million active social media mobile users.\*

"We are excited to be launching our updated handset program with our partners in Indonesia, allowing us to expand our reach into the country and bring a unique social entertainment experience to the marketplace," migme Chief Executive Steven Goh said.

"We believe that mobile Internet usage is set to rise dramatically in Indonesia and other emerging markets and this will be driven by low cost Android handsets."

Under the distribution agreements, which will come into effect in the December 2014 quarter, the migme social entertainment platform will be either preinstalled or side loaded on all of our new partners smartphone shipments for Indonesia.

The Company will partner with the country's leading telecommunications company, Smartfren, to reach more than 12 million subscribers via their popular Andromax handset, which is the second biggest smartphone brand in Indonesia\*\*.

migme will also partner with regional telecommunications provider Spice Global to reach an additional and growing channel of handsets in Indonesia, including via the popular brand Nexian.

On the mobile retail distribution side, migme will partner with leading company PT Trikomsel Oke Tbk to gain access to its 1,200 stores across Indonesia, adding expanded channels for distribution.

Mr Goh said the incentive for the telecommunication and retail distribution partners was to share in revenue generated through the migme platform.

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“Unique to migme we can track the value of virtual goods, services and advertising used on the migme platform per device, and reward our partners with a revenue share,” he said. “This is a great differentiator in an otherwise highly competitive and low margin handset landscape.”

Roberto Saputra, Head of Corporate Brand & Marketing Communication at Smartfren said: “migme has had a great history in Indonesia and we are looking forward to a strong partnership with their team.”

“It is part of our core strategy to work with partners that have compelling content, dynamic user engagement, and games and applications for smartphones, and migme fulfills all three pillars for us. We see significant growth in the market and believe in the potential of 100 million smartphones being available over the next 2-3 years with the current growth rate.”

migme is also expanding its development capabilities and plans to establish a team in Taipei this quarter, with a view of deepening ties to the Taiwanese mobile handset ecosystem.

Michael Higginson  
Company Secretary

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### About migme limited

migme limited is a leader in delivering social entertainment services, with a focus on emerging markets. The Company's operations are headquartered in Singapore with offices in Malaysia, Indonesia, Taiwan and Hong Kong.

For more information, please visit [www.mig.me](http://www.mig.me).

\* <http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats/a>,  
<http://wearesocial.net/tag/indonesia/>

\*\* Source: IDC smartphone shipment report as per Q1, 2014

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